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Northern & Shell

brightgen

Revolutionising Ad Sales with BrightMedia

The challenge

- Support cross media sales and business growth in a challenging and ever-changing industry
- Reduce operational costs and increase efficiency and visibility across the advertising sales teams
- Open new sales channels and enable customer self-service

The solution

- BrightMedia, an end-to-end cloud-based ad sales platform
- Built on Salesforce, the world's #1 Customer Success Platform

The results

- A seamless booking experience for cross media ad sales
- Increased digital ad sales and significantly reduced administration time
- An ad sales platform that supports future commercial growth and is adaptable to industry changes

The media market challenge

The advertising market is constantly evolving, with a growing demand to advertise on new media and new platforms. Media organisations require an advertising management solution that can support these new emerging products and one that can adapt to accommodate products as yet to be defined. Media executives and management require clear business metrics, insight to direct & drive sales activity and customer self-service capabilities to reduce the impact on stretched internal resources.

> "BrightMedia has enabled us to remain responsive and competitive within a diverse and rapidly changing market."

Alan Tabrar
Advertising Systems Manager Northern & Shell

The business

Northern & Shell Media Group is a British publisher with a portfolio of newspapers and magazines. Today, The Northern & Shell Media Group owns four national newspaper titles – the Daily Express, Sunday Express, Daily Star and Daily Star Sunday – celebrity magazines OK!, new! and Star, and is a 50% joint venture partner in the Irish Daily Star. They also operate The Health Lottery.

The Express challenge

The Express were looking for a new ad sales solution that could support cross media sales and business growth. They were looking to replace the legacy ad sales system, which was on-premise and required a specific application installation, per operating system, on each desktop, making it expensive to maintain. What's more, the system was not designed for today's digital media. They were also looking to reduce their operational costs and increase efficiency across the advertising sales teams, whilst improving the visibility of the business through consolidated and real-time reporting.

The solution

The Express engaged BrightGen to customise and implement BrightMedia, providing an efficient order management process and giving users the ability to add multiple, cross media orders in one booking, apply discounts and track spend and barter agreements, whilst tracking yield achieved against standard pricing.

The Express's existing system had been modified over several years to meet specific reporting requirements, which were familiar and relied upon by senior management and the Chairman. BrightGen replicated these reports within BrightMedia and built a flexible reporting engine for real-time ad-hoc reporting.

Another element of the project was to implement a logical taxonomy for advertisers, brands and agencies, which gives clearer visibility of current customers, aids accurate billing and helps identify new business and upsell opportunities.

For digital, BrightMedia's Google DFP integration enables the real-time publication of digital advertising once the order has been committed. This includes the synchronisation of any product information set up in DFP with BrightMedia, so there's no need to re-enter it manually. For print, BrightMedia has a two-way integration with MediaPlanner for standard and option orders. Once an order is committed, BrightMedia supplies records for print and digital billing to the finance system. Accounts are also more efficiently managed with a two-way integration to the finance system, providing real time credit checking and account updates.

The results

Northern & Shell are the first UK national publisher to have a media-specific cloud-based ad booking system delivered via the Salesforce platform. BrightGen successfully transitioned The Express from their legacy system to BrightMedia, meeting all production deadlines and targets.

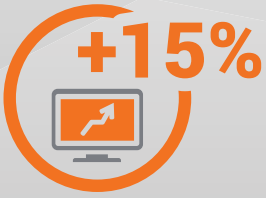
The Express now enjoy a seamless booking experience, across all media platforms, and have seen an uplift in digital ads sales of over 15%. The time to book multi-channel orders has been reduced by over 50% compared to the old system. And as well as multiple platform bookings, BrightMedia also splits the revenue across platforms (print and digital) resulting in accurate financial reporting.

BrightMedia is intuitive and so requires minimum training and is configured using data validation rules and pick list options, improving the user experience and reducing the risk of data errors. Users of the system can create their own personalised, custom reports, leading to lower IT administration overheads and further time savings.

Another considerable benefit is the speed at which new platforms, class groups and financial categories can be set-up, tested and deployed. As an example, creating a new publication was a long and complicated procedure that would take the team around a day to complete, but with BrightMedia it's a simple task, taking less than an hour to create and deploy.

Most importantly, The Express now have a highly flexible platform that supports future commercial growth and on which they can build upon to adapt to industry changes. As BrightMedia evolves, The Express can take advantage of these new features to ensure they stay ahead and continue to gain business benefit and efficiencies.

BOOKING TIME REDUCED BY 50%



+15%UPLIFT IN DIGITAL AD SALES

> **The world of ad sales is going to change exponentially over the next few years. You need to make sure you have the right system in place to cope. I know I have!**
>
> Robert Avery
> Head of Enterprise & Group Sales Support
> Northern & Shell

brightgen

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